STATE of WISCONSIN

Federal Fiscal Year 2006

HIGHWAY SAFETY PERFORMANCE PLAN

A. EXECUTIVE SUMMARY

VISION

Zero fatalities. Wisconsin does not tacitly accept deaths and injuries; its citizens and state policy makers work toward achieving zero fatalities and incapacitating injuries on our roadways. We do not define casualties as a negative but largely accepted side effect of a transportation system that is essential to our society's continuing prosperity; instead our 'zero vision' can be thought of as "saving the maximum number of people using the resources available."

MISSION

Statewide Highway Safety Coordination: The Bureau of Transportation Safety coordinates a statewide behavioral highway safety program, making effective use of federal and state Highway Safety funds and other resources, and provides leadership, innovation and program support in partnership with traffic safety activists, professionals and organizations to save lives and reduce injuries on Wisconsin roads.

STATE GOAL

By 2008, Wisconsin mileage fatality rate will be 1.0 per 100 MVMT.

In order to achieve the goal of 1.0 deaths per 100 MVMT in 2008, Wisconsin must decrease its crash deaths to 670 from the 2000 baseline of 801 deaths, assuming a straight-line increase in mileage traveled. Of the driver causes of crashes, decreases in speeding and impaired driving, paired with increased safety belt use, offer the greatest opportunity to attain this goal.

PERFORMANCE MEASURES

STATE PERFORMANCE MEASURES					
	CY2000	CY2004	CY2006	CY2008	CY2010
Deaths	801	784	730	670	650
Mileage Death Rate	1.4	1.3	1.15	1.0	0.9
Population Death Rate	14.09	14.2	13.0	11.8	11.3
Mileage KA Rate	9.99	10.0	8.9	8.3	7.9
Safety Belt Use Rate	65.4	73%	76%	81%	83%
Alcohol crash fatalities	301	326	310	300	290
Speed crash fatalities	231	261	240	230	220
15-24 y/o killed in crashes	203	216	200	193	179
Motorcycle rider fatalities	78	80	77	75	72
Pedestrian fatalities	50	56	54	50	47
Bicycle crash fatalities	10	14	12	10	8
Large truck crash fatalities	112	111	103	95	90

Note: Adding up the various program fatality goals in this table will provide a total greater than the total state fatality goal (670 by 2008). The overlapping effects of the individual programs that result in counting deaths more than once. The fatalities are organized by priority program areas (e.g., alcohol) as well as by vehicle type (eg. Motorcycles) and by target population (e.g., 15-24 y/o). Thus the death of an 18-year old impaired motorcyclist may appear in three categories.

B. HIGHWAY SAFETY PLANNING PROCESS

1. Define and Articulate Problems

January -- April -- Obtain and Analyze Information and Data: Prior calendar year crash data are available by April. The most recent 10 years of crash data are used to determine the magnitude of the problem posed by each crash type and to develop trend lines. In addition, conviction, medical, demographic, survey, program effectiveness and other relevant data are analyzed and used, as appropriate, to generate rates, disproportionate representation of subgroups, trends, etc., for each program area.

August-April -- Obtain Partner/Stakeholder Input: Each program expert obtains formal and informal recommendations, resources, and information from traditional and non-traditional partners and stakeholders, including public health, emergency medical services, enforcement and adjudication, not-for-profit organizations, businesses and community coalitions. This activity continues throughout the year.

2. Set Performance Goals and Objectives/Performance Measures

April -- Select Measures and Establish Degree of Change Over Time: Evaluate nature and magnitude of each type of state-level and program area problem and each target location or group, establish effectiveness of proposed program activities in addressing the problem, determine availability of resources to be applied to the problem and availability of data and information to be used to determine progress toward goals.

Continuing -- Coordinate with Other Plans: The annual highway safety plan is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the WisDOT *2004-09 Strategic Highway Safety Plan*, the *2006-2010 Wisconsin Traffic Records Strategic Plan* and the *Wisconsin Public Health Plan for the Year 2010*.

The ten items of highest priority in the Department's *2004-08 Strategic Highway Safety Plan* are listed in priority order below (HSPP-related goals bolded):

1. **Increase seat belt use/air bag effectiveness**
2. Improve design/operation of intersections
3. **Improve data/decision support systems**
4. **Reduce speed-related crashes**
5. **Reduce impaired driving**
6. Minimize consequences of leaving roadway
7. Design safer work zones
8. Reduce head-on and cross-median crashes
9. Keep vehicles on the roadway
10. **Increase driver awareness**

Continuing -- Coordinate with National Priorities and funding regulations: Priority is given to Dr. Runge's February *2005 Motor Vehicle and Highway Safety Priorities*, as well as the safety priorities and goals of FHWA and FMCSA, as appropriate.

3. Identify, Prioritize and Select Programs and Projects

January-March -- Evaluate and Adjust Prior Year Projects: During the first quarter of each year, BOTS program experts review the prior year's data and study the effectiveness of prior year projects. They also perform literature reviews and review best practices from other states. Continuing activities that are determined to have been effective are funded at progressively decreasing federal share.

January-March -- Incorporate Assessment Recommendations: Recommendations from state program assessments such as the 2001 EMS Assessment, 2003 Impaired Driving Assessment, 2005 Traffic Records Assessment and 2003 Motorcycle Safety Assessment are integrated into the funded activities of each program.

Continuing -- Review Literature and Best Practices: BOTS program experts perform literature reviews and also examine best practices from other states to determine whether they suit Wisconsin's unique characteristics and should be included in the HSPP.

April-May -- Group Project Priority Setting: Each program expert brings information from the processes described above to a committee of the whole Bureau of Transportation Safety. The group examines data indicating the magnitude and severity of the problem in each program area, identifies areas of overlapping results for proposed activities, introduces partner organizations' priorities and opportunities for coordination. The group then determines which projects should be funded and the appropriate level of activity that will support the statewide goal and performance measures.

4. Articulate Objectives Relating to Goals, Set Objectives for Selected Activities

April-May -- Select Targets for Programs and Projects:

Process, impact and outcome objectives are developed for each program and project, depending upon the type of activity funded, and based upon historical success of that type of activity, the magnitude of the problem and the level of effort.

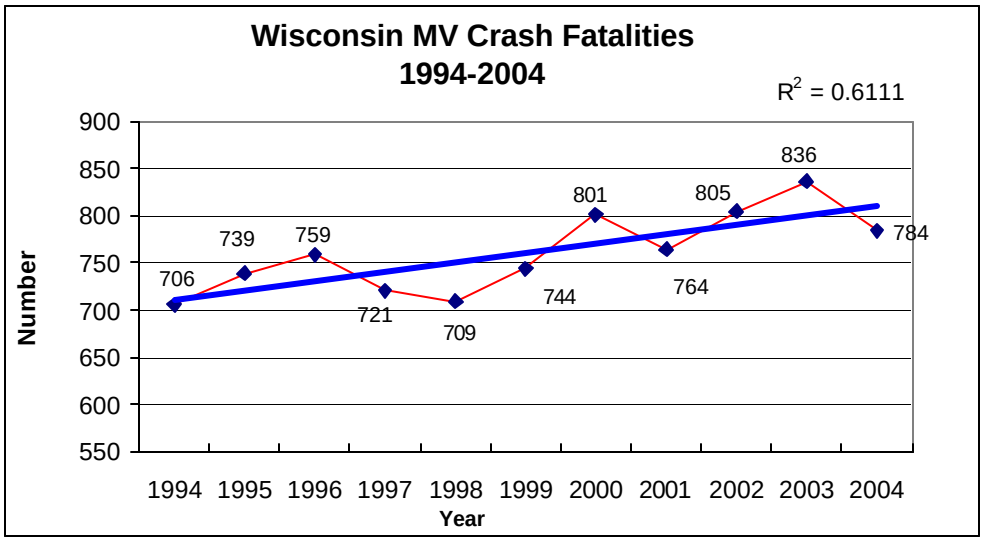
For each of these objectives and target areas, the analysts identify strategies for assessing the effectiveness of the selected projects and the availability of data at the right level of specificity collected at the right time and location.

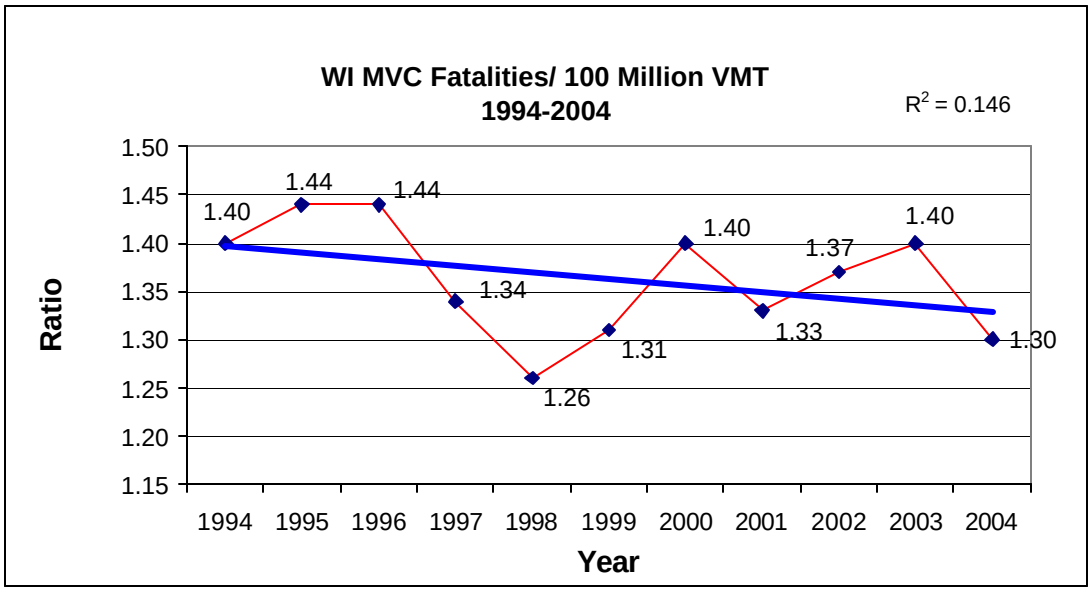
At the project level, high risk target populations, jurisdictions and behaviors are identified as in the following example: All alcohol and speed-related crash data from the three previous years for every jurisdiction in Wisconsin are analyzed, from those involving property damage, through all ranges of injuries, and those that resulted in death. These data are scientifically weighted, following established statistical protocol. From this work, the Bureau identifies those places in Wisconsin with the largest number of crashes due to excess alcohol use or speed. Upon factoring in each location's population density, a snapshot of the state's most likely places for similar crashes per capita is established.

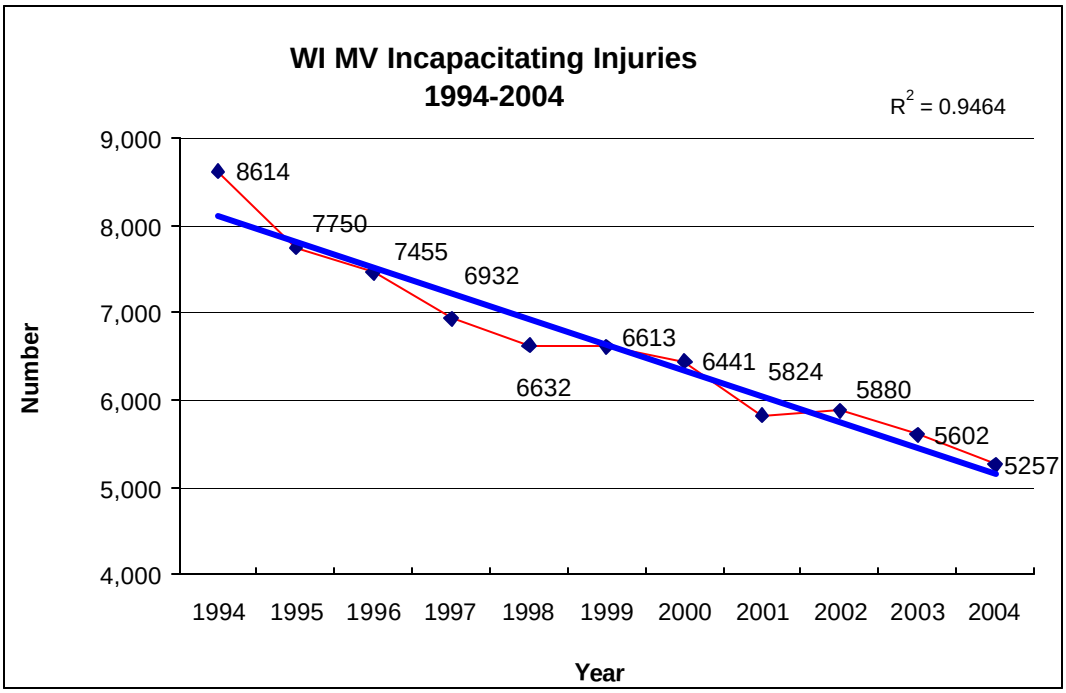
C. PROBLEM IDENTIFICATION -- STATE SUMMARY MEASURES

The Problem ID Process is integral to the Planning Process described in Section B above. Information used in Problem ID includes WisDOT state crash, conviction, vehicle, roadway, traffic and survey data, BOTS program effectiveness studies, demographic and other census data, emergency department, hospital discharge and death data from the state Department of Health, national surveys and other relevant data. These data are used, as appropriate, in trend, factor, disproportion and other analyses of each program area. Results of problem identification are described in the Program Plans below.

At the state level, the number of deaths trends generally upward from 1994 to 2004, although the mileage death rate trends slightly downward. However, incapacitating injuries have decreased precipitously over the same period.




WI MVC Fatalities/ 100 Million VMT
1994-2004
R2 = 0.146
Ratio
1.50
1.45
1.40
1.35
1.30
1.25
1.20
1.15
1.40
1.44
1.44
1.34
1.26
1.31
1.40
1.33
1.37
1.40
1.30
1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004
Year


WI MV Incapacitating Injuries
1994-2004
R2 = 0.9464
Number
9,000
8,000
7,000
6,000
5,000
4,000
8614
7750
7455
6932
6632
6613
6441
5824
5880
5602
5257
1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004
Year

FINAL Year-End 2004 Crash Statistics

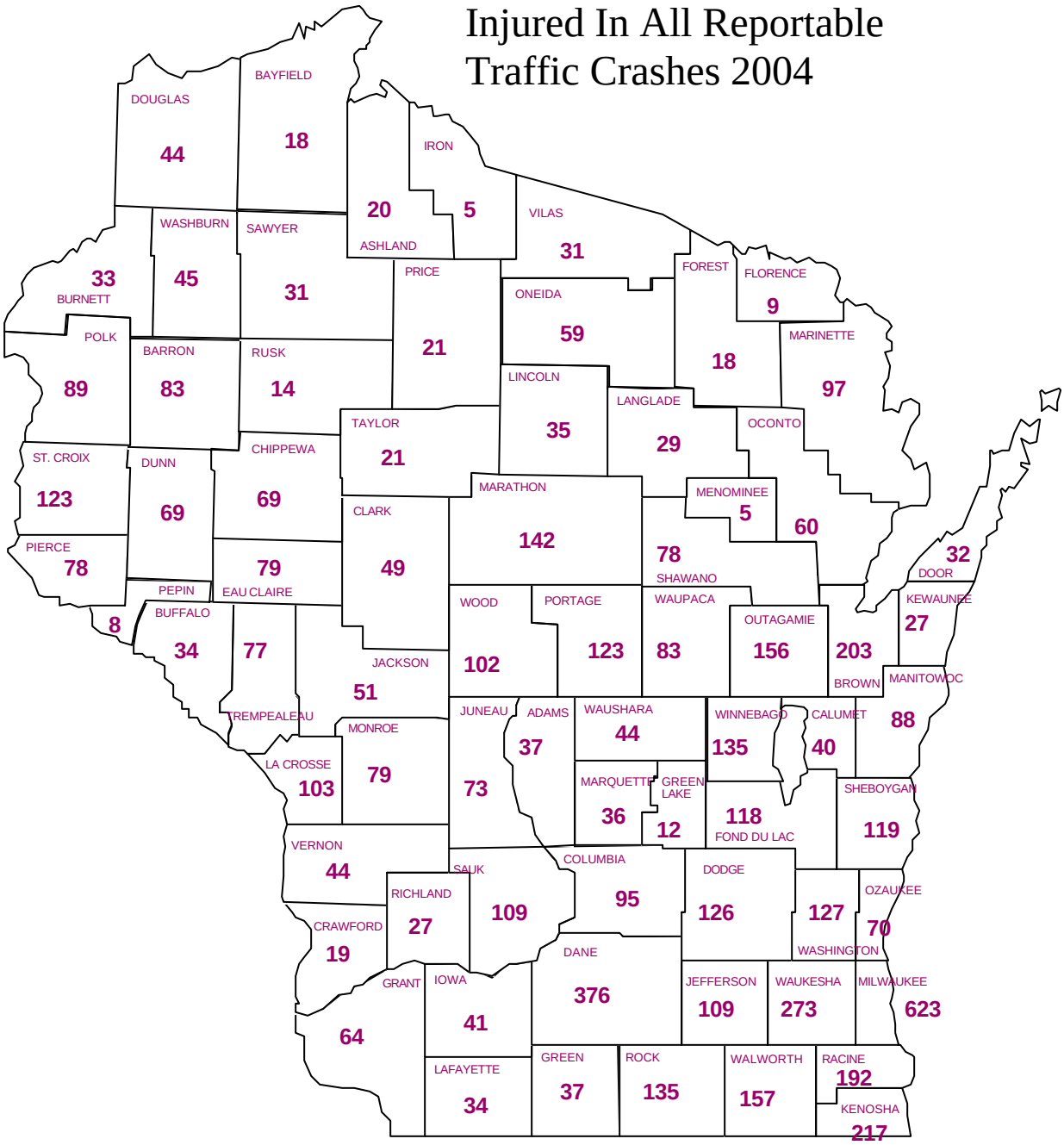
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	1994-96 Avg	2002-04 Avg
Fatal Crashes	616	656	656	631	628	674	718	684	723	748	714	643	728
Injury Crashes	43,775	43,845	43,773	41,962	41,594	41,345	43,145	39,358	39,634	39,413	38,451	43,798	39,166
Property Damage Crashes	103,934	104,363	92,269	87,361	83,609	88,931	95,647	85,361	88,715	91,030	89,143	100,189	89,629
Total Crashes	148,325	148,864	136,698	129,954	125,831	130,950	139,510	125,403	129,072	131,191	128,308	144,629	129,524
Fatality Rate	1.40	1.44	1.44	1.34	1.26	1.31	1.40	1.33	1.37	1.40	1.3*	1.43	1.39
											^prelim		
A-Injury Crashes	6,538	5,895	5,575	5,177	5,090	5,033	4,921	4,456	4,595	4,383	4,120	6,003	4,366
Total Persons Killed	706	739	759	721	709	744	801	764	805	836	784	735	808
Total Persons Injured	66,403	66,232	66,048	63,166	62,236	61,577	63,890	58,279	57,776	56,882	55,258	66,228	56,639
Total Serious (A) Injuries**	8,614	7,750	7,455	6,932	6,632	6,613	6,441	5,824	5,880	5,602	5,257	7,940	5,580
Alcohol-Related Crashes	10,279	10,170	9,338	8,627	8,475	8,446	9,096	8,695	8,922	9,007	8,931	9,929	8,953
Alcohol-Related Fatalities	278	282	295	309	282	270	301	304	292	348	326	285	322
Alcohol-Related Injuries	8,039	7,890	7,496	6,797	6,850	6,563	6,836	6,586	6,570	6,445	6,221	7,808	6,412
Alcohol-Related A-Injuries**	1,853	1,692	1,560	1,378	1,383	1,331	1,356	1,319	1,371	1,256	1,131	1,702	1,253
Speed-Related Crashes	24,809	24,564	24,421	22,224	18,311	20,259	25,225	18,089	20,660	22,068	22,629	24,598	21,786
Speed-Related Fatalities	242	213	214	214	203	203	231	248	270	287	261	223	273
Speed-Related Injuries	14,450	14,197	14,442	13,091	11,439	12,196	13,457	10,981	11,461	11,577	11,633	14,363	11,557
Speed-Related A-Injuries**	2,231	1,979	1,943	1,708	1,571	1,678	1,596	1,452	1,499	1,449	1,379	2,051	1,442
Pedestrian Crashes	2,059	1,939	1,843	1,807	1,778	1,675	1,657	1,547	1,477	1,473	1,364	1,947	1,438
Pedestrians Killed	50	64	54	62	64	55	50	42	50	53	56	56	53
Pedestrians Injured	2,044	1,897	1,815	1,825	1,764	1,653	1,648	1,545	1,461	1,456	1,335	1,919	1,417
Pedestrian A-Injuries**	526	474	422	418	386	339	353	349	336	281	268	474	295
Bicycle Crashes	1,644	1,714	1,503	1,504	1,500	1,342	1,279	1,216	1,162	1,165	1,155	1,620	1,161
Bicyclists Killed	9	17	13	5	11	18	10	9	9	12	14	13	12
Bicyclists Injured	1,584	1,632	1,469	1,464	1,449	1,279	1,244	1,179	1,115	1,128	1,107	1,562	1,117
Bicyclist A-Injuries**	276	275	203	197	178	161	152	156	147	133	135	251	138
Motorcycle Crashes	2,297	2,057	1,823	1,760	1,989	2,012	2,078	2,285	2,184	2,512	2,423	2,059	2,373
Motorcyclists Killed	57	47	50	63	65	65	78	70	78	100	80	51	86
Motorcyclists Injured	2,208	1,963	1,834	1,701	1,925	1,965	2,014	2,166	2,049	2,408	2,281	2,002	2,246
Motorcyclist A-Injuries**	769	615	559	527	577	578	614	666	583	654	683	648	640
Train Crashes	165	122	130	103	88	97	102	103	78	65	58	139	67
Train Crash Fatalities	14	8	5	6	4	5	13	8	6	3	3	9	4
Train Crash Injuries	92	65	72	54	50	53	56	55	51	41	33	76	42
Train Crash A-Injuries**	33	18	15	26	15	16	18	13	13	6	12	22	10
Construction Zone Crashes	2,405	2,338	1,925	1,860	2,004	2,175	2,155	2,192	1,845	1,800	1,639	2,223	1,761
Construction Zone Fatalities	10	14	10	10	15	17	8	7	8	12	26	11	15
Construction Zone Injuries	1,265	1,188	1,138	1,011	1,143	1,200	1,242	1,181	933	945	839	1,197	906
Construction Zone A-Injuries**	140	108	118	98	114	112	103	90	88	117	77	122	94
School Bus Crashes	1,126	1,117	945	886	771	838	835	800	638	688	678	1,063	668
School Bus Occupant Fatalities	1	0	2	0	0	0	0	0	0	0	0	1	0
School Bus Occupant Injuries	628	423	454	421	264	358	315	369	194	212	256	502	221
School Bus Occupant A-Injuries**	19	7	7	9	6	2	4	4	4	4	6	11	5
Deer Crashes	24,573	23,922	19,932	19,167	19,595	21,289	20,468	19,914	20,470	21,666	19,846	22,809	20,661
Deer Crash Fatalities	4	9	3	7	5	6	5	9	6	13	11	5	10
Deer Crash Injuries	794	822	805	735	783	841	806	801	710	792	689	807	730
Deer Crash A-injuries**	92	84	76	91	96	87	97	103	66	98	73	84	
Large Truck Crashes	9,935	9,878	9,483	8,853	8,841	9,146	9,657	8,508	8,165	7,964	7,898	9,765	8,009
Large Truck Crash Fatalities	116	114	115	101	116	95	112	112	127	102	111	115	113
Large Truck Crash Injuries	3,771	3,591	3,810	3,456	3,524	3,469	3,787	3,271	3,101	2,810	3,042	3,724	2,984
Large Truck Crash A-injuries**	630	530	542	517	489	500	485	426	418	360	379	567	386
Urban city street crashes	53,521	54,173	49,368	45,976	44,686	45,909	50,046	45,882	45,769	45,593	45,009	52,354	45,457
Rural city street crashes	5,179	5,011	4,342	4,379	4,365	4,685	4,849	4,343	4,367	4,535	4,739	4,844	4,547
Town road crashes	13,736	14,712	13,063	12,284	11,478	12,323	13,279	11,815	13,143	13,258	11,748	13,837	12,716
County highway crashes	17,180	17,828	16,024	15,475	14,736	15,533	15,879	14,719	15,575	16,295	14,923	17,011	15,598
Urban state hwy crashes	21,059	20,306	18,110	17,063	16,851	16,713	17,870	15,671	15,483	15,603	16,423	19,825	15,836
Rural state hwy crashes	29,544	29,370	27,829	26,843	25,840	27,201	27,678	24,911	26,317	27,322	26,229	28,914	26,623
Urban interstate crashes	3,996	3,377	3,468	3,571	3,587	4,353	4,849	4,067	4,382	4,411	4,938	3,614	4,577
Rural interstate crashes	4,110	4,087	4,493	4,363	4,288	4,233	5,060	3,995	4,036	4,174	4,299	4,230	4,170

**A-injuries = Incapacitating injuries These injuries are a subset of total injuries. For example, Pedestrian A-injuries are included in the category Pedestrian Injuries.

Fatality Rate = Fatalities per 100 million vehicle miles of travel

Data Source: WisDOT-Traffic Accident Database

Persons Killed and Seriously Injured In All Reportable Traffic Crashes 2004



Source: 2004 WisDOT DMV Crash Database

County	ADI	2005 Belt Use	2004 Local Rd Miles	2004 Ctr line Miles	2000 Census Actual	2004 WI Pop. Estimate	2004 Lic . Drv.	2004 Reg. Veh.	2004 Total Crashes	*2004 Citations Adjuticated	2004 Total Injuries	2004 Total Deaths	2004 "A" Injuries	2004 K&A Total	2004 Injury/ Death Ratio
ADAMS	2	66.1	1343.25	91.46	19,920	21,224	15,488	25,042	522	2,295	193	11	26	26	17.5
ASHLAND	1	70.6	973.00	120.6	16,866	16,905	12,252	16,980	263	1,821	93	1	19	19	93.0
BARRON	4	72.5	1844.04	141.78	44,963	46,805	35,682	50,931	956	5,221	511	9	74	74	56.8
BAYFIELD	1	70.6	1967.66	155.06	15,013	15,666	12,214	18,643	342	2,021	97	4	14	14	24.3
BROWN	3	77.6	2064.23	185.12	226,778	240,404	168,239	221,289	4,441	24,815	2,054	24	179	179	85.6
BUFFALO	5	72.1	895.44	147.85	13,804	14,076	11,268	17,409	312	1,215	127	8	26	26	15.9
BURNETT	4	72.5	1454.98	106.4	15,674	16,542	13,244	19,297	294	1,281	144	9	24	24	16.0
CALUMET	3	77.6	741.39	100.84	40,631	45,168	32,529	41,866	741	2,669	287	11	29	29	26.1
CHIPPEWA	5	72.1	1884.64	207.82	55,195	60,367	43,480	62,686	1,312	5,061	476	9	54	54	52.9
CLARK	2	66.1	2025.81	157.06	33,557	34,453	23,251	35,671	590	3,023	242	8	41	41	30.3
COLUMBIA	6	77.1	1446.74	278.06	52,468	54,940	42,260	59,267	1,825	10,886	657	14	81	81	46.9
CRAWFORD	5	72.1	894.95	180.13	17,243	17,493	12,179	17,879	408	2,186	165	5	14	14	33.0
DANE	6	77.1	3568.56	401.87	426,526	458,297	331,480	410,277	10,196	61,980	4,619	55	321	321	84.0
DODGE	7	72.1	1792.63	240.28	85,897	88,748	63,686	90,816	1,781	12,724	714	12	114	114	59.5
DOOR	3	77.6	1145.79	101.97	27,961	29,299	23,827	36,376	885	2,904	233	0	32	32	-
DOUGLAS	1	70.6	1924.19	161.82	43,287	43,870	33,151	45,602	959	4,445	327	2	42	42	163.5
DUNN	4	72.5	1538.39	205.61	39,858	42,208	28,661	41,815	1,189	5,600	457	13	56	56	35.2
EAU CLAIRE	5	72.1	1404.75	148.55	93,142	97,142	66,649	87,275	2,515	13,111	973	12	67	67	81.1
FLORENCE	3	77.6	458.75	66.84	5,088	5,213	4,002	6,598	173	355	55	2	7	7	0.0
FOND DU LAC	3	77.6	1521.81	232.06	97,296	100,180	73,826	102,247	2,592	19,896	989	12	106	106	82.4
FOREST	2	66.1	881.05	155.7	10,024	10,213	7,200	11,469	249	688	77	2	16	16	38.5
GRANT	6	77.1	1845.46	258.6	49,597	50,664	35,607	52,670	1,199	6,737	424	11	53	53	38.5
GREEN	6	77.1	1124.47	122.79	33,647	35,578	26,739	37,672	879	3,461	311	6	31	31	51.8
GREEN LAKE	3	77.6	630.02	69.98	19,105	19,375	14,845	22,515	651	1,653	140	2	10	10	70.0
IOWA	6	77.1	1142.34	169.88	22,780	23,789	17,977	26,563	553	3,533	253	5	36	36	50.6
IRON	1	70.6	658.84	114.01	6,861	6,922	5,354	8,089	98	444	37	0	5	5	-
JACKSON	5	72.1	1266.00	185.98	19,100	19,828	13,999	24,374	779	3,170	242	8	43	43	30.3
JEFFERSON	7	72.1	1219.02	177.36	75,784	79,188	58,094	82,946	1,771	15,673	677	21	88	88	32.2
JUNEAU	6	77.1	1315.37	191.87	24,316	26,656	19,171	29,143	815	5,420	303	8	65	65	37.9
KENOSHA	7	72.1	937.94	117.09	149,577	158,219	112,503	130,750	3,797	24,429	2,199	26	191	191	84.6
KEWAUNEE	3	77.6	758.29	61.15	20,187	21,082	15,856	23,303	222	1,528	96	2	25	25	48.0
LA CROSSE	5	72.1	998.57	159.84	107,120	110,128	76,239	98,789	2,710	15,890	1,035	10	93	93	103.5
LAFAYETTE	6	77.1	1021.69	126.51	16,137	16,312	12,547	20,127	519	1,966	140	7	27	27	20.0
LANGLADE	2	66.1	1003.77	142.51	20,740	21,389	16,047	23,757	332	2,243	168	3	26	26	56.0
LINCOLN	2	66.1	1154.97	155.44	29,641	30,402	23,178	32,920	909	4,183	282	2	33	33	141.0
MANITOWOC	3	77.6	1497.43	154.98	82,887	84,480	62,308	87,217	1,872	7,758	721	9	79	79	80.1
MARATHON	2	66.1	3033.76	277.2	125,834	131,377	96,064	135,085	3,216	13,503	1,243	19	123	123	65.4
MARINETTE	3	77.6	2171.04	153.13	43,384	44,471	33,804	51,141	948	4,236	473	17	80	80	27.8
MARQUETTE	6	77.1	771.44	87.13	14,555	15,138	12,373	19,174	417	2,380	139	4	27	27	34.8
MENOMINEE	3	77.6	115.56	40.68	4,562	4,616	2,392	844	25	440	16	0	5	5	-
MILWAUKEE	7	72.1	2735.10	254.42	940,164	938,995	577,695	646,403	22,431	162,797	11,276	72	551	551	156.6
MONROE	5	72.1	1388.14	238.2	40,899	43,069	29,954	44,714	1,293	5,813	368	7	72	72	52.6
OCONTO	3	77.6	1866.26	143.15	35,641	38,243	29,187	43,467	653	4,068	321	17	43	43	18.9
ONEIDA	2	66.1	1534.37	159.73	36,776	38,073	31,046	43,683	979	3,534	341	4	55	55	85.3
OUTAGAMIE	3	77.6	1736.89	187.2	160,971	170,680	126,843	172,298	3,673	17,049	1,655	13	143	143	127.3
OZAUKEE	7	72.1	824.51	82.01	82,317	85,787	66,828	77,928	1,397	8,576	585	5	65	65	117.0
PEPIN	4	72.5	412.08	47.96	7,213	7,596	5,787	8,890	145	695	52	3	10	10	17.3
PIERCE	4	72.5	1115.07	165	36,804	39,329	28,393	40,367	540	2,078	248	8	46	46	31.0
POLK	4	72.5	1796.56	159.23	41,319	44,613	34,064	48,821	706	3,653	411	10	79	79	41.1
PORTAGE	2	66.1	1706.05	156.91	67,182	69,365	48,177	65,548	1,829	6,466	585	11	112	112	53.2
PRICE	2	66.1	1283.74	154.87	15,822	15,993	12,329	18,475	244	1,803	126	3	18	18	42.0
RACINE	7	72.1	1126.21	159.88	188,831	193,239	136,854	162,947	4,385	34,706	2,360	20	131	131	118.0
RICHLAND	6	77.1	976.49	150.17	17,924	18,061	13,384	19,265	573	1,747	155	1	26	26	155.0
ROCK	6	77.1	1778.04	251.81	152,307	156,994	114,941	150,453	3,604	20,960	1,814	21	114	114	86.4
RUSK	5	72.1	1122.99	115.42	15,347	15,469	11,691	16,918	271	1,477	139	4	10	10	34.8
ST. CROIX	4	72.5	1643.82	202.02	63,155	75,686	57,783	80,808	2,006	9,387	712	15	108	108	47.5
SAUK	6	77.1	1570.15	221.27	55,225	59,266	45,268	64,286	2,099	8,707	819	11	98	98	74.5
SAWYER	1	70.6	1327.15	161.33	16,196	17,146	13,298	19,151	342	1,681	146	6	25	25	24.3
SHAWANO	3	77.6	1536.40	185.1	40,664	42,029	30,463	43,318	1,630	6,570	413	14	64	64	29.5
SHEBOYGAN	7	72.1	1370.92	166.63	112,656	116,075	84,156	106,326	2,709	11,983	918	19	100	100	48.3
TAYLOR	2	66.1	1340.99	111.37	19,680	19,902	14,965	23,753	503	1,103	183	3	18	18	61.0
TREMPEALEAU	5	72.1	1166.65	176.87	27,010	27,975	21,058	32,910	523	2,823	254	9	68	68	28.2
VERNON	5	72.1	1425.94	214.01	28,056	29,189	20,520	29,876	804	1,732	252	5	39	39	50.4
VILAS	2	66.1	1379.10	133.15	21,033	22,215	19,136	28,006	597	2,257	266	3	28	28	88.7
WALWORTH	7	72.1	1277.04	215.47	91,996	98,496	74,676	106,259	1,862	14,755	852	17	140	140	50.1
WASHBURN	1	70.6	1269.23	137.13	16,036	17,000	13,688	19,707	415	2,135	159	9	36	36	17.7
WASHINGTON	7	72.1	1277.73	187.98	117,496	125,940	95,677	118,288	2,607	17,504	1,137	13	114	114	87.5
WAUKESHA	7	72.1	2685.25	233.18	360,767	377,348	294,779	362,252	7,534	55,188	3,271	24	249	249	136.3
WAUPACA	3	77.6	1452.54	198.61	51,825	53,351	39,500	56,159	1,677	4,048	497	13	70	70	38.2
WAUSHARA	3	77.6	1195.94	132.32	23,066	24,918	18,140	29,597	889	4,595	256	7	37	37	36.6
WINNEBAGO	3	77.6	1338.85	173.03	156,763	163,244	115,042	147,164	3,794	17,352	1,682	25	110	110	67.3
WOOD	2	66.1	1573.54	183.92	75,555	76,644	57,903	87,361	1,337	7,820	616	9	96	96	68.4
		73.3	########	11812	**5,363,701**	**16,742,271**	3,992,890	5,278,402	128,308	747,906	55,258	784	5,257	5,257	**70.5**

SOURCE: DOT/DMV Bureau of Driver Services; DOT/TAS Crash Data;DOA Pop Data; DTIM/Traffic Forecas*This is only citations adjuticated with the crash and not comprable to pri

Total Crashes by Severity
with Licensed Drivers and Registered Vehicles
Fifteen Year Summary

Year	Fatal Crashes	Injury Crashes	Property Damage Crashes	Total Crashes	Persons Killed	Persons Injured	Licensed Drivers	Registered Vehicles
1990	672	42,395	99,889	142,956	763	62,529	3,394,203	3,907,343
1991	675	40,916	97,142	138,733	795	60,055	3,473,236	3,982,901
1992	579	40,792	96,451	137,822	645	60,142	3,481,421	4,018,786
1993	616	41,216	100,453	142,285	703	60,902	3,502,347	4,129,519
1994	616	43,775	103,934	148,325	706	66,403	3,554,003	4,172,462
1995	656	43,845	104,363	148,864	739	66,232	3,601,619	4,268,618
1996	656	43,773	92,269	136,698	759	66,048	3,723,685	4,241,260
1997	631	41,962	87,361	129,954	721	63,166	3,672,469	4,503,904
1998	628	41,594	83,609	125,831	709	62,236	3,709,957	4,449,217
1999	674	41,345	88,931	130,950	744	61,577	3,733,077	4,713,643
2000	718	43,145	95,647	139,510	801	63,890	3,667,497	4,798,056
2001	684	39,358	85,361	125,403	764	58,279	3,835,549	4,946,305
2002	723	39,634	88,715	129,072	805	57,776	3,839,930	5,038,541
2003	748	39,413	91,030	131,191	836	56,882	3,933,924	5,160,673
2004	714	38,451	89,143	128,308	784	55,258	3,993,348	5,278,402

Recent Changes in Crash Reporting Threshold

December 20, 1979 - Property damage threshold increased from $200 to $400 combine damage. $200 threshold for government-owned property.

July 31, 1981 - Property damage threshold $500 to "any one person's property." $ threshold for government-owned property.

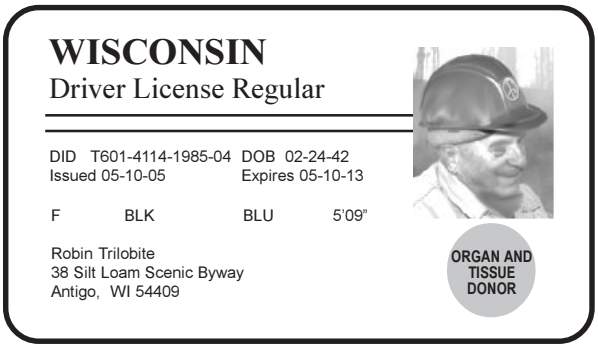
April 19, 1988 - Property damage threshold $500 to "any one person's property." Government-owned property changed to $500 for government-o vehicles, and $200 for all other government-owned property.

January 1, 1996 - Property damage threshold changed to $1,000 to "any one persor property." Government-owned property changed to $1,000 for government-owned vehicles, and remained at $200 for all other government-owned property.

The "reporting threshold" is the minimum set of criteria that must be met before a crash is considered to be reportable. The above represent changes to the reporting threshold over recent years. See the Glossary at the end of the book for a full definition of a "reportable crash".

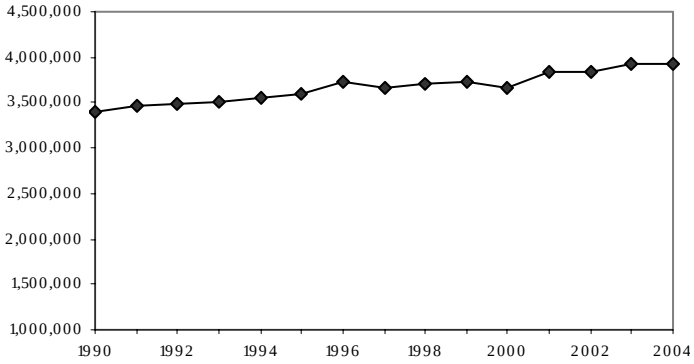
SOURCE: 2004 Wisconsin Traffic Crash Facts

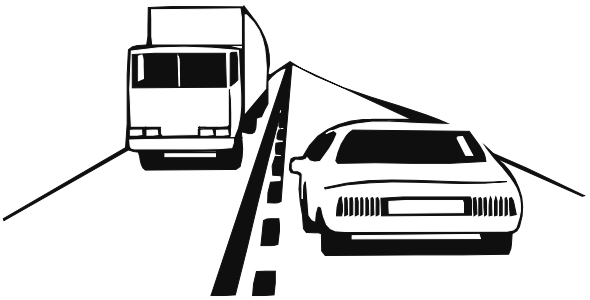
The State of Traffic Crashes in Wisconsin



In 2004, there were 3,993,348 licensed drivers registered in Wisconsin.

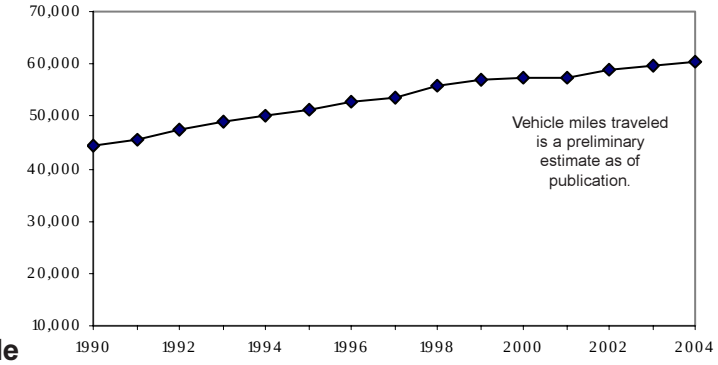
Licensed Drivers

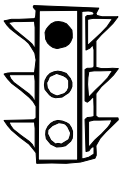


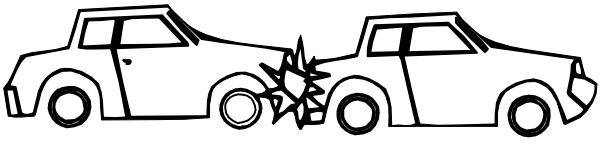


In 2004, approximately 60.5 billion vehicle miles were traveled in Wisconsin.

Vehicle Miles Traveled

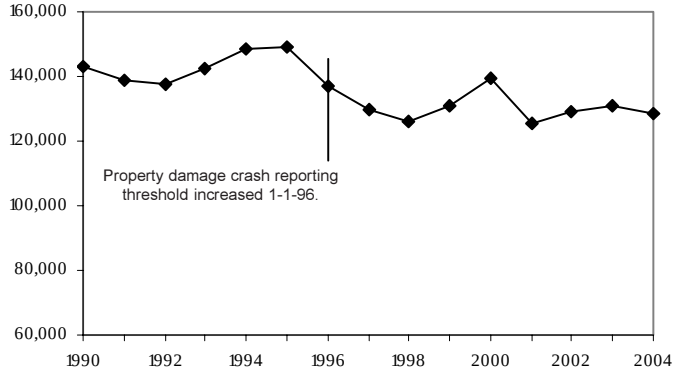






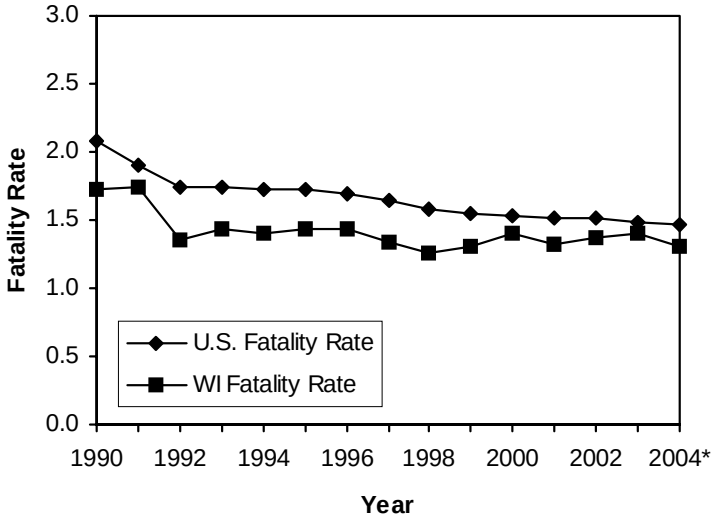
In 2004, there were 128,308 traffic crashes in Wisconsin.

Total Crashes



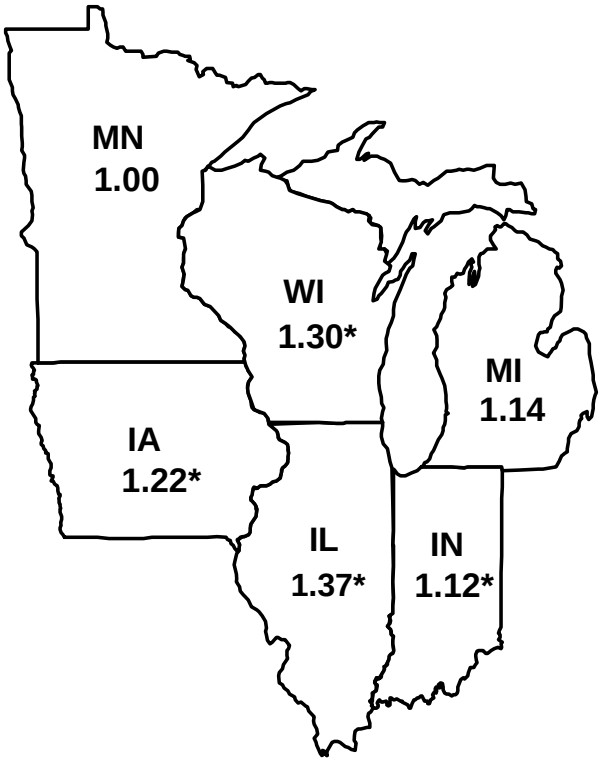
SOURCE: 2004 Wisconsin Traffic Crash Facts

Wisconsin and U.S. Motor Vehicle Fatality Rates
Fifteen Year Summary



The 2004 fatality rates are preliminary at time of publication.

Fatality Rates of Surrounding States



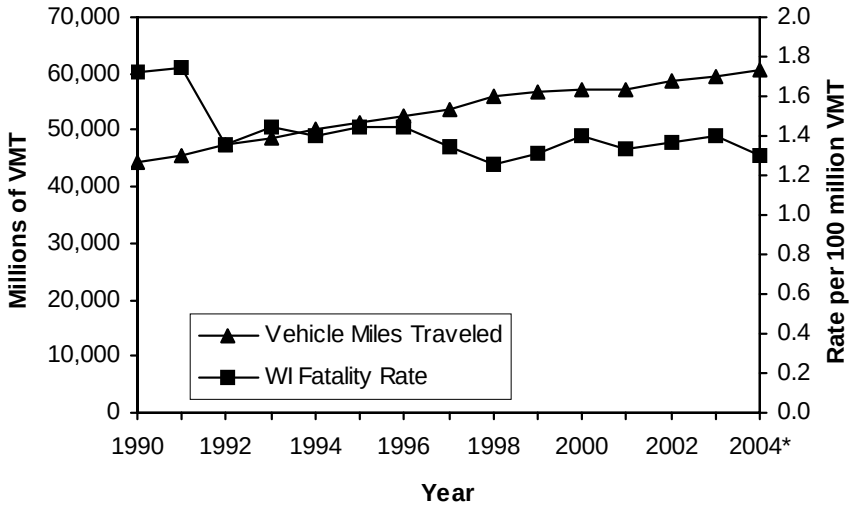
Fatality rate = deaths per 100 million miles of vehicle travel.
*National, Wisconsin, and Iowa fatality rates published here are preliminary estimates for 2004. Fatality rates published here for Illinois are final rates for 2003. The fatality rate noted for Indiana is preliminary for 2003. Michigan and Minnesota's figures are final for 2004.

SOURCE: 2004 Wisconsin Traffic Crash Facts

Mileage Fatality Rates
Fifteen Year Summary

Year	U.S. Fatality Rate	Wisconsin Fatality Rate	Change in WI Fatality Rate	Estimated Motor Vehicle Miles of Travel	Change in VMT	Fatal Crash Rate	Change in Fatal Crash Rate
1990	2.1	1.72	-9.1%	44,276 Million	2.8%	1.52	-8.4%
1991	1.9	1.75	1.7%	45,456 Million	2.7%	1.48	-2.5%
1992	1.8	1.36	-22.3%	47,495 Million	4.5%	1.22	-17.6%
1993	1.7	1.44	5.9%	48,805 Million	2.8%	1.26	3.3%
1994	1.7	1.40	-2.8%	50,273 Million	3.0%	1.23	-2.4%
1995	1.7	1.44	2.9%	51,395 Million	2.2%	1.28	4.1%
1996	1.7	1.44	0.0%	52,639 Million	2.4%	1.25	-2.3%
1997	1.6	1.34	-6.9%	53,729 Million	2.1%	1.17	-6.4%
1998	1.6	1.26	-6.0%	56,048 Million	4.3%	1.12	-4.3%
1999	1.5	1.31	4.0%	56,960 Million	1.6%	1.18	5.4%
2000	1.5	1.40	6.9%	57,266 Million	0.5%	1.25	6.3%
2001	1.5	1.33	-5.0%	57,266 Million	0.0%	1.19	-4.7%
2002	1.5	1.37	3.0%	58,745 Million	2.6%	1.23	3.0%
2003	1.5	1.40	2.2%	59,617 Million	1.5%	1.25	1.9%
2004*	1.5	1.30	-7.1%	60,500 Million	1.5%	1.18	-5.9%

Fatality Rate and Vehicle Miles Traveled
Fifteen Year Summary



Fatality rate = deaths per 100 million vehicle miles traveled.
*National and state fatality rates and vehicle miles traveled published here are preliminary.

SOURCE: 2004 Wisconsin Traffic Crash Facts

Fatal Crashes
by Type of Crash and Manner of Collision

	Manner of Collision							
Type of Crash	**No collision with motor vehicle in transport**	**Angle**	**Head on**	**Rear end**	**Side swipe opposite**	**Side swipe same**	**Unknown**	**TOTAL**
Motor vehicle in transport	11	154	72	32	19	11	2	301
Fixed object	229	1	2	0	0	1	0	233
Overturn	87	0	0	0	0	0	0	87
Pedestrian	39	4	3	1	0	1	1	49
Deer	11	0	0	0	0	0	0	11
Bicycle	5	3	1	1	0	0	1	11
Other noncollision	7	0	0	0	0	0	0	7
Parked motor vehicle	3	0	1	1	0	0	0	5
Other object - not fixed	3	0	0	0	0	0	0	3
Train	0	3	0	0	0	0	0	3
Other animal	2	0	0	0	0	0	0	2
Motor vehicle other roadway	0	0	1	0	0	0	0	1
Immersion	1	0	0	0	0	0	0	1
TOTAL	398	165	80	35	19	13	4	714

Persons Killed
by Unit Type and Role

Unit Type	**Bicyclist**	**Driver**	**Motorcyclist**	**Moped User**	**Vehicle Passenger**	**Pedestrian**	**TOTAL**
Automobile	0	368	0	0	133	0	501
Truck	0	97	0	0	29	0	126
Motorcycle	0	0	80	1	0	0	81
Equipment / Bus	0	4	0	0	2	0	6
Bicycle	14	0	0	0	0	0	14
Pedestrian	0	0	0	0	0	56	56
TOTAL	14	469	80	1	164	56	784

Motorcyclist includes motorcycle drivers and passengers.
Unit type refers to the unit of the person killed. See the glossary for definitions of the unit types.

SOURCE: 2004 Wisconsin Traffic Crash Facts

D. PROGRAM GOALS and PERFORMANCE MEASURES

Planning & Administration Performance Goal

Federal highway safety and related funds will be distributed into activities most likely to decrease the burden of crashes, deaths and injuries on Wisconsin roadways, and the effectiveness of funded and unfunded activities in meeting national, state and priority program goals will be evaluated and the results will be incorporated into future planning.

P&A Performance Measures

- Produce timely, accurate and complete plans and reports by December 2006.
- Administer planned activities by end of FFY2006.
- Incorporate budget liquidation plan into HSP planning process and spend down set-aside funds in a timely manner.

Occupant Protection Performance Goals

(1) Encourage consistent safety belt use and correct child passenger safety equipment use for all occupants of motor vehicles on Wisconsin roadways.

(2) Increase statewide average safety belt use to 76% by 2006, 81% by 2008 and 83% by 2010.

OP Performance Measures

- Observed statewide average belt use and child safety seat use will increase to 76% in 2006.
- Percent of killed or A-injured vehicle occupants who were not belted will decrease to 34% in 2006.
- Number of persons ejected or partially ejected from passenger vehicles will decrease to 980 in 2006.
- Number of students certified in the correct installation of child safety seats will increase by 75 in 2006.

Alcohol Program Performance Goal

Decrease the number of deaths resulting from alcohol and drug related motor vehicle crashes to 300 deaths by 2008.

AL Performance Measures

- Alcohol and drug-related motor vehicle crashes will decrease to 8,750 in 2006 and 8,600 in 2008.
- Resulting deaths and incapacitating injuries will decrease to 1,357 in 2006 and 1,257 in 2008.
- The proportion of all fatal crashes that are alcohol or drug related will decrease to 35% of all crashes in 2006 and 30% in 2008.

Youth Alcohol Performance Goal

Decrease the number of 15 to 24 year old drivers and passengers killed in motor vehicle crashes to 193 by 2008.

YA Performance Measures

- 15 to 24 year old drivers and passengers killed or seriously injured in all will decrease to 1,409 in 2006 and 1,239 in 2008.
- 20 to 24 year old drinking drivers in crashes will decrease to 1,748 in 2006 and 1,223 in 2008.
- The availability of alcohol to underage drinkers will decrease as a result of 300 compliance checks in 2006 and 400 in 2008.

Police Traffic Services Performance Goal

Decrease the number of people killed in speed or driver aggression-related crashes to 230 by end of CY2008 by encouraging stepped-up, targeted traffic enforcement programs and by supporting training and technology resources for traffic law enforcement.

PT Performance Measures:

- Speed-related crashes will decrease to 18,971 by end of CY2006, 18,022 by end of CY2008 and 17,121 by end of CY2010.
- The number killed or incapacitated in these crashes will decrease to 1,605 by end of CY 2006, 1,546 by end of CY2008, and to 1,489 by end of CY2009.
- Perception of risk of being ticketed for a speed violation will increase to the extent that speed drops from the second most common driver contributing cause of crashes to 10% of driver contributing cause of crashes.

Traffic Records Performance Goal

Implement a statewide integrated data collection system to allow for comprehensive analysis of all traffic crashes and thus improve the timeliness, accuracy, and completeness of transportation safety information.

TR Performance Measures

- The Traffic Records Coordinating Committee's Strategic Plan will be used to ensure that proper steps are being taken to implement a statewide integrated data collection network available for highway safety stakeholders.
- Surveys will be completed and program baselines will be established or updated.

Emergency Medical Response Performance Goal

Improve traffic crash survivability and injury outcome by improving the availability, timeliness and quality of EMS response, especially in high-risk rural areas of the state.

EM Performance Measures

- Injury to death ratios in targeted rural portions of the state will improve and state average injury to death ratio will improve to 85 to 1 by 2008.
- Response times for rural EMS to arrive at the scene of a motor vehicle crash will improve.

- Safety belt use rate in rural media markets and use rate in personal injury and fatal crashes will increase to 78% by 2008.
- Number of EMT's recruited and retained in rural areas will increase as a result of funded materials.

Motorcycle Safety Performance Goal

Decrease motorcycle rider fatalities to 75 in 2008.

MC Performance Measures

- Motorcycle crashes will decrease to 2,340 in 2006 and 2,180 in 2008.
- Motorcycle riders killed or injured will decrease to 730 in 2006 and 680 in 2008.
- Motorcycle crashes in which the rider had been drinking will decrease to 270 in 2006 and 230 in 2008.
- Alcohol-related motorcycle rider fatalities will decrease to 28 in 2006 and 24 in 2008.
- The percent of improperly licensed riders involved in crashes will decrease from 24% in 2003 to 21% in 2006 and 17% in 2008.

Pedestrian/ Bicycle Safety Performance Goals

(1) Decrease pedestrian fatalities to 50 by 2008.
(2) Decrease bicyclist fatalities to 10 by 2008

PS Performance Measures

- Pedestrian-motor vehicle crashes will decrease to 1230 (10%) by 2006 and 1160 (15%) by 2008.
- Combined fatalities (K) and serious (A) injuries will decrease to 300 by 2006; 275 K-A injuries by 2008; and to 250 K-A injuries by 2010.
- Pedestrian injuries will decrease to 1200 (10%) by 2006 and 1,135 (15%) by 2008.
- Bicycle-motor vehicle crashes will decrease to 1040 (10%) by 2006
- Combined bicyclist fatalities (K) and serious (A) injuries will decrease to 140 by 2006, 75 K-A injuries by 2008 and to 50 K-A injuries by 2010.
- Bicyclist injuries will decrease to 1,000 (10%) by 2006

Community Program Performance Goal:

Increase local participation in state-administered and locally developed highway safety activities.

CP Performance Measures

- BOTS staff will attend 90% of the County/City Traffic Safety Commission meetings scheduled in the 72 counties and City of Milwaukee
- BOTS staff will monitor 100% of law enforcement and other contracts entered into with local units of government.

Large Truck Performance Goal

Decrease large truck-related deaths to 95 by 2008.

Large Truck Performance Measures

- Large truck-related crashes will decrease from the 5-year (1999-2003) average of 8,688 to 7,600 by 2006 and 7,400 by 2008, by performing activities that influence driver behavior.
- Combined fatalities (k) and serious (A) injuries will decrease to 470 by 2006; 450 K-A injuries by 2008; and to 430 K-A injuries by 2010.
- 35,000 MCSAP inspections with at least 40% (14,000) of inspections done on rural roads, bypass routes, high crash areas and other mobile locations as experience or data directs; at least 90% (18,900) of fixed facility inspections shall be comprehensive inspections
- An educational component will be part of every inspection and audit.
- Targeted traffic enforcement that targets violations of the truck driver and drivers of vehicles driving near them will be stepped up.
- Improved data capture and transmission:
  Phase 1 to begin implementing wireless technologies to transfer motor carrier inspection data directly from the field to State and Federal databases.